

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

- 1.-17. (Cancelled)
18. (New) A mobile scanning terminal system, comprising:
an image capture component that captures optical signals related to a product;
an image analysis component that analyzes and determines product identity based at least in part upon the optical signals; and
a display that displays information associated with the product and inverts or rotates the information to an optimal viewing orientation, regardless of the orientation of the system, thereby efficiently relaying data to the user.
19. (New) The mobile scanning terminal system of claim 18, the optical signals comprise a dataform or an image of the product.
20. (New) The mobile scanning terminal system of claim 18, the information associated with the product comprises text, a stored image, or an image of the product captured by the image capture component.
21. (New) The mobile scanning terminal system of claim 18, the display provides for inverting and/or rotating the information from 0 degrees to any desired rotation angle.
22. (New) The mobile scanning terminal system of claim 18, further comprising a ring-type mobile scanning terminal device having a wired or wireless connection that allows lightweight scanning.

23. (New) The mobile scanning terminal system of claim 18, further comprising an user interface comprising a keypad, a touch screen or an audio/voice recognition component that provides feedback or input to the system.
24. (New) The mobile scanning terminal system of claim 18, further comprising an audio or voice recognition component that provides feedback or input.
25. (New) The mobile scanning terminal system of claim 18, the display comprising a rendering component for presenting a graphical representation of various store locations in a hierarchy comprising product aisles, product shelves, and single product locations.
26. (New) The mobile scanning terminal system of claim 25, the image analysis component compares optical signals from a product with location from the rendering component to determine the product is desirably placed in a proper location to effectively enable efficient shopping.
27. (New) The mobile scanning terminal system of claim 26, further comprising a determining component that indicates whether a product is in a correct location and relays to a user a correct product location.
28. (New) The mobile scanning terminal system of claim 26, further comprising an order history component that compares a product at a location with a product history in a data store to determine whether a product should be reordered.
29. (New) A mobile scanning terminal system, comprising:
an image capture component that captures a scanned image of a product;
a data retrieval component for retrieving product data relevant to a scanned product;
a display component that displays the scanned image or retrieved product data to a user; and

an orientation component that facilitates adjusting a rotational angle of the scanned image or product data within the display component to a desirable viewing position.

30. (New) The mobile scanning terminal system of claim 29, the product data comprises a stored picture of the scanned product that is relayed to the display component.
31. (New) The mobile scanning terminal system of claim 29, the product data comprises product ordering data regarding the scanned product including dates of previous orders, number of products included within each order, trends, market share of the scanned product and manufacturer information.
32. (New) The mobile scanning terminal system of claim 29, further comprising a data store for retaining the product data relevant retrieved by the data retrieval component.
33. (New) The mobile scanning terminal system of claim 32, the data store further comprising an image recognition array for identifying at least one scanned product.
34. (New) The mobile scanning terminal system of claim 29, the orientation component further comprising an artificial intelligence component that facilitates customizing a viewing position according to a particular user state and context.
35. (New) The mobile scanning terminal system of claim 34, further comprising a sensor component that operates conjunctively with the orientation component and the artificial intelligence component to enable optimized viewing position of scanned images or product data displayed within the display component.

36. (New) The mobile scanning terminal system of claim 35, the optimized viewing position is determined from determining a distance or sightline between the display component and a user.
37. (New) A mobile scanning terminal method, comprising:
capturing a scanned image of a product;
retrieving product data relevant to a scanned product;
displaying the scanned image or retrieved product data to a user; and
adjusting a rotational angle of the scanned image or product data to a desirable viewing position.